

Rep Order# 6809432 Ver# 9 Status Revised Traffic Order# Printed: 08/09/2012 8:35 AM 1 of 6  
 EC'd Yes Last Received: 08/08/2012 9:53 AM  
 Showing Buylines: All Lines

**Station** KOB-TV ALBUQUERQUE, NM.  
**Advertiser** ( ) .NRSC  
**Product** NRSC 10/3-10/9  
**Estimate#**  
**Buyer** NEIL WILLIAMS  
**Phone#**  
**Fax#**

**Agency** ( ) STRATEGIC MEDIA SERVICE  
 1023 31ST NW, 4TH FL  
 WASHINGTON, DC 20007  
**Agency C/P1/P2/E** 10/03/2012 - 10/09/2012  
**Flight Dates**  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) MELISSA PALOMBO  
**Salesperson Phone#** 215-344-1811  
**Salesperson FAX#**

**— CONTRACT COMMENT —**

ORDER #7137 SC=\*

**REMARKS** —

\*\*ISSUE TO SHOW SPOT N/A LN 29. LN 41 ADDED AS MKGD\*\*

TOTAL, REMAINS SAME.

PLS. CONF. ASAP

## THANKS

THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
		-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TH	5A-530A	Buyline Comment: NEWS	:30	\$350.00	10/04-10/04	1	1	1	\$350.00	
	2	M	5A-530A		:30	\$350.00	10/08-10/08	1	1	1	\$350.00	
	3	W,F	530A-6A	Buyline Comment: NEWS 1/DAY	:30	\$600.00	10/03-10/05	2	1	2	\$1,200.00	
	4	TU	530A-6A		:30	\$600.00	10/09-10/09	1	1	1	\$600.00	
	5	W-F	6A-7A	Buyline Comment: NEWS TODAY 1/DAY	:30	\$850.00	10/03-10/05	3	1	3	\$2,550.00	
	6	M-TU	6A-7A		:30	\$850.00	10/08-10/09	2	1	2	\$1,700.00	

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---	---	---	---	-----	---	---	-----	-----	---	---	-----	---
	7	W-F	7A-9A Buyline Comment: TODAY 1/DAY		:30	\$850.00	10/03-10/05	3	1	3	\$2,550.00	
	8	M-TU	7A-9A Buyline Comment: TODAY 1/DAY		:30	\$850.00	10/08-10/09	2	1	2	\$1,700.00	
	9	W-F	12P-1P Buyline Comment: NOON NEWS 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	10	TU	12P-1P Buyline Comment: NOON NEWS		:30	\$400.00	10/09-10/09	1	1	1	\$400.00	
	11	W-F	3P-330P Buyline Comment: INSIDER 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	12	M-TU	3P-330P Buyline Comment: INSIDER 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	
	13	W-F	330P-4P Buyline Comment: INSIDE ED 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	14	M-TU	330P-4P Buyline Comment: INSIDE ED 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	
	15	W-F	4P-5P Buyline Comment: JUDGE JUDY 1/DAY		:30	\$400.00	10/03-10/05	3	1	3	\$1,200.00	
	16	M-TU	4P-5P Buyline Comment: JUDGE JUDY 1/DAY		:30	\$400.00	10/08-10/09	2	1	2	\$800.00	

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## Hiatus Weeks

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Salesperson FAX#

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		-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	17	W-F	5P-530P Buyline Comment: NEWS 5 1/DAY		:30	\$600.00	10/03-10/05	3	1	3	\$1,800.00	
	18	M-TU	5P-530P Buyline Comment: NEWS 5 1/DAY		:30	\$600.00	10/08-10/09	2	1	2	\$1,200.00	
	19	W-F	6P-630P Buyline Comment: NEWS 6 1/DAY		:30	\$800.00	10/03-10/05	3	1	3	\$2,400.00	
	20	M-TU	6P-630P Buyline Comment: NEWS 6 1/DAY		:30	\$800.00	10/08-10/09	2	1	2	\$1,600.00	
	21	W-F	630P-7P Buyline Comment: NEWS 630 1/DAY		:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
	22	M-TU	630P-7P Buyline Comment: NEWS 630 1/DAY		:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
	23	W,F	10P-1035P Buyline Comment: L NEWS 1/DAY		:30	\$1,100.00	10/03-10/05	2	1	2	\$2,200.00	
	24	M-TU	10P-1035P Buyline Comment: L NEWS 1/DAY		:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
	25	W,F	1035P-1135P Buyline Comment: TONIGHT 1/DAY		:30	\$500.00	10/03-10/05	2	1	2	\$1,000.00	

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Salesperson FAX#

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	M-TU	1035P-1135P	TONIGHT Buyline Comment: TONIGHT 1/DAY	:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
	27	M	9P-10P	ROCK CENTER Buyline Comment: ROCK CENTER	:30	\$2,000.00	10/08-10/08	1	1	1	\$2,000.00	
	28	SA-SU	10P-1030P	WKEND L NEWS Buyline Comment: WKEND L NEWS 1/DAY	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	
	*29	SA	5A-7A	SAT AM NEWS Buyline Comment: SAT AM NEWS SPOT N/A Sales Remark: V9 SPOT N/A V7 More than 2 codes changed V9 More than 2 codes changed	:30	\$500.00	10/06-10/06	0	0	0	\$0.00	
	*30	SA	6P-630P	SAT E NEWS Buyline Comment: SAT E NEWS SPOT N/A V7 More than 2 codes changed	:30	\$500.00	10/06-10/06	0	0	0	\$0.00	
	*31	SA	630P-7P	NEWS 630 Buyline Comment: NEWS 630 SPOT N/A V7 More than 2 codes changed	:30	\$300.00	10/06-10/06	0	0	0	\$0.00	
	32	SA	1035P-1205A	SNL Buyline Comment: SNL	:30	\$700.00	10/06-10/06	1	1	1	\$700.00	
	*33	SU	7A-8A	SUN TODAY Buyline Comment: SUN TODAY SPOT N/A V7 More than 2 codes changed	:30	\$500.00	10/07-10/07	0	0	0	\$0.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*34	SU	8A-9A	Buyline Comment: CHRIS MATTHEWS SPOT N/A V7 More than 2 codes changed	:30	\$250.00	10/07-10/07	0	0	0	\$0.00	
	35	SU	9A-10A	Buyline Comment: MEET PRESS	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
	*36	SU	430P-5P	Buyline Comment: SUN EVE NEWS TP CHANGED V7 More than 2 codes changed	:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
	37	SU	5P-615P	Buyline Comment: FOOTBALL NIGHT	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	38	SU	615P-930P	Buyline Comment: SUN NITE FOOTBALL	:30	\$2,700.00	10/07-10/07	1	1	1	\$2,700.00	
	*39	W	8P-9P	Buyline Comment: LAW & ORDER:SVU MKGD FOR SPOTS N/A LNS 30-31,33-34 V7 Added	:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
	*40	W-F	5A-530A	Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 30-31,33-34 V7 Added	:30	\$350.00	10/03-10/05	1	1	1	\$350.00	
	*41	TH	1035P-1135P	Buyline Comment: TONIGHT SHOW MKGD FOR SPOT N/A LN 29 Sales Remark: V9 MKGD FOR SPOT N/A LN 29 V9 Added	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	

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---REPORT TOTALS---

Report Totals: 68 / \$46,900.00

---SALES MONTHLY TOTALS---

Oct 12: 68 / \$46,900.00  
Sales Totals: 68 / \$46,900.00  
Station Totals: 68 / \$46,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

CABL	0%	KASA	0%	KASY	0%	KLJZ	0%	KOAT	33%
KOB	35%	KRQE	32%	KTEL	0%	KWBQ	0%		

---COMPETITIVE COMMENTS---

SHARES EST. EXACT COMP TO FOLLOW

Books NOV11  
Demos RA35+